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Goodheart-Willcox Publisher Correlation of <b>Professional Communication</b> ©2017 to the Precision Exams Business Communication I (220) Career Skills Exam™ and Certification		
STANDARD		CORRELATING PAGES
Standard 1: Identify the communication process and practice effective nonverbal communication skills.		
Objective 1	Identify the four steps of the communication process.	Narrative: Pg. 8–10 Application: Pg. 20 Review Your Knowledge #2
	1. Sender encodes message.	Narrative: Pg. 8–9 Application: Pg. 20 Review Your Knowledge #2; Pg. 21 Apply Your Knowledge #2
	2. Message is sent.	Narrative: Pg. 8–9 Application: Pg. 20 Review Your Knowledge #2; Pg. 21 Apply Your Knowledge #2
	3. Receiver receives message.	Narrative: Pg. 9 Activity: Pg. 20 Review Your Knowledge #2; Pg. 21 Apply Your Knowledge #2
	4. Receiver sends feedback.	Narrative: Pg. 10 Activity: Pg. 20 Review Your Knowledge #2, #3; Pg. 21 Apply Your Knowledge #2
Objective 2	Recognize the differences between nonverbal and verbal communication	Narrative: Pg. 13–17 Activity: Pg. 21 Apply Your Knowledge #6
	<ul style="list-style-type: none"> <li>Communicate with one another using only nonverbal communication, such as gestures, body language, eye contact, etc.</li> </ul>	Narrative: Pg. 14–17 Activity: Pg. 21 Apply Your Knowledge #6
	<ul style="list-style-type: none"> <li>Identify barriers to communication.</li> </ul>	Narrative: Pg. 17–19 Activity: Pg. 21 Review Your Knowledge #10; Pg. 22 Teamwork
Standard 2: Students will develop correct usage and mechanics in English.		
Objective 1	Practice and use correct spelling and in oral and written communication.	Narrative: Pg. 82–109; Pg. 116–139 Activity: Pg. 110–113 all activities; Pg. 141–143 all activities
	<ul style="list-style-type: none"> <li>Commonly misspelled business words.</li> </ul>	Narrative: Pg. 138–139 Activity: Pg. 140 Section 5.3 Review #4; Pg. 143 Teamwork
Objective 2	Practice and use correct punctuation and grammar in written communication.	Narrative: Pg. 82–109; Pg. 116–139 Activity: Pg. 110–113 all activities; Pg. 141–143 all activities
	<ul style="list-style-type: none"> <li>Identify and revise misplaced and dangling modifiers, redundant words or phrases, nonparallel words, phrases and clauses, and incorrect word choice.</li> </ul>	Narrative: Pg. 82–109; Pg. 136–139; Pg. 173–177; Pg. 182–183 Activity: Pg. 110–113 all activities; Pg. 141–143 all activities; Pg. 177 Section 7.1 Review #1–4; Pg. 186 Review Your Knowledge #2–9; Pg. 187 Apply Your Knowledge #1, 2, 4
Objective 3	Communicate in a clear, courteous, concise, complete, and correct manner; select language benefiting the situation.	Narrative: Pg. 82–109; Pg. 116–139; Pg. 147 Activity: Pg. 110–113 all activities; Pg. 141–143 all activities; Pg. 164 Review Your Knowledge #1



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	<ul style="list-style-type: none"> <li>Use sentence elements including parallelism, phrases and clauses, subject-verb agreement, and avoiding run-on sentences and fragments.</li> </ul>	Narrative: Pg. 82–109; Pg. 116–139; Pg. 147 Activity: Pg. 110–113 all activities; Pg. 141–143 all activities; Pg. 164 Review Your Knowledge #1
<b>Standard 3: Students will develop and practice effective oral communication skills.</b>		
Objective 1	Practice correct pronunciation and enunciation.	Narrative: Pg. 343–346 Activity: Pg. 350 Section 14.2 Review #1–4
Objective 2	Identify regional, international, and cultural differences in communication; use bias-free language.	Narrative: Pg. 26–29; Pg. 173 Activity: Pg. 29 Section 2.1 Review #1, 2; Pg. 43 Review Your Knowledge #1–3; Pg. 177 Section 7.1 Review, #3; Pg. 187 Apply Your Knowledge #6
Objective 3	Plan and present short presentations individually or as a group member.	Narrative: Pg. 338–350 Activity: Pg. 352 Apply Your Knowledge #1–8; Pg. 353 CTSOs Event Prep: Role-Play and Interview
<b>Standard 4: Students will develop reading strategies that will improve speed, comprehension, and retention.</b>		
Objective 1	Develop a list of vocabulary words, confusing homonyms, and technical business terms.	Narrative: Pg. 138–139; Pg. 403–404 Activity: Pg. 141 Review Your Knowledge #10; Pg. 142 Apply Your Knowledge #5; Pg. 337 Case Study <b>Global Note: Terms are presented at the beginning of each section. Build Your Vocabulary appears at the end of each section, which focuses on vocabulary presented within the section.</b>
Objective 2	Read and follow simple directions.	Narrative: Pg. 198–200 Activity: Pg. 215 Review Your Knowledge #4, 5
Objective 3	Select correct reading methods for a particular situation (e.g. skimming, scanning, summarizing, speed reading, and in-depth reading).	Narrative: Pg. 398–401 Activity: Pg. 407 Review Your Knowledge #5, 6; Pg. 408 Apply Your Knowledge #4 <b>Global Note: Reading Prep activities appear at beginning of each chapter.</b>
Objective 4	Assess how point of view or purpose shapes content and style in propaganda, biased, literal, inferential, and factual statements.	Narrative: Pg. 210, 380 Activity: Pg. 216 Apply Your Knowledge #8–9; Pg. 381 Section 16.1 Review #4
<b>Standard 5: Students will produce effective written communication documents.</b>		
Objective 1	Identify the four steps of the writing process (planning, composing, editing, and publishing).	Narrative: Pg. 146–163; Pg. 194–214; Pg. 220–238 Activity: Pg. 164–167 all activities; Pg. 215–217 all activities; Pg. 239–241 all activities
	<ul style="list-style-type: none"> <li>Create clear, courteous, concise, complete, and correct documents.</li> </ul>	Narrative: Pg. 147; Pg. 266–288 Activity: Pg. 164 Review Your Knowledge #1; Pg. 289–281 all activities
Objective 2	Use the writing process to produce e-mails and letters appropriate to task, purpose, and audience.	Narrative: Pg. 194–214; Pg. 220–238 Activity: Pg. 215–217 all activities, Pg. 239–241 all activities
	<ul style="list-style-type: none"> <li>Everyday/routine/good news, sales/persuasive, and bad news/refusal.</li> </ul>	Narrative: Pg. 194–214; Pg. 220–238 Activity: Pg. 215–217 all activities; Pg. 239–241 all activities
	<ul style="list-style-type: none"> <li>“You” approach, passive/active voice, and tone.</li> </ul>	Narrative: Pg. 100–102 Activity: Pg. 111 Review Your Knowledge #7
Objective 3	Format Block and Modified Block Style letters using open and mixed punctuation.	Narrative: Pg. 222–229, 231–238 Activity: Pg. 239–240 Review Your Knowledge #4–10; Pg. 240 Apply Your Knowledge #1–4



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<b>Standard 6: Students will develop and practice proficient listening skills.</b>		
Objective 1	Practice following oral directions by listening attentively, taking accurate notes, and asking questions.	Narrative: Pg. 374–388 Activity: Pg. 389–391 all activities
Objective 2	Demonstrate the proper use of telephone techniques.	Narrative: Pg. 320–322 Activity: Pg. 333 Apply Your Knowledge #4
	<ul style="list-style-type: none"> <li>Observe verbal cues, speak clearly, be courteous, handle difficult callers, plan outgoing calls, take part in conversation, and leave effective messages.</li> </ul>	Narrative: Pg. 320–322 Activity: Pg. 333 Apply Your Knowledge #1, 2, 4
Objective 3	Demonstrate courtesy and respect for the speaker through attentive listening.	Narrative: Pg. 383–388 Activity: Pg. 390 Review Your Knowledge #9–10; Pg. 390 Apply Your Knowledge #3
<b>Standard 7: Students will apply basic oral and written communication skills in personal and professional roles.</b>		
Objective 1	Demonstrate proper respect with customers, coworkers, subordinates, and supervisors.	Narrative: Pg. 30–39 Activity: Pg. 43 Apply Your Knowledge #2
	<ul style="list-style-type: none"> <li>Chains of command—upward, downward, and horizontal.</li> </ul>	Narrative: Pg. 10–11 Activity: Pg. 11 Section 1.1 Review #5
Objective 2	Practice and consider the process for conflict resolution by demonstrating correct responses to passive, assertive, and aggressive behaviors.	Narrative: Pg. 37–39 Activity: Pg. 43 Apply Your Knowledge #3, 5, 8
	<ul style="list-style-type: none"> <li>Participate in group discussions by role playing each behavior by professionally talking about current business issues.</li> </ul>	Narrative: Pg. 37–39 Activity: Pg. 43 Apply Your Knowledge #3, 5, 8 <b>Global Note: Teamwork features are presented at the end of every chapter.</b>
Objective 3	Explore positive leadership skills, techniques, and styles.	Narrative: Pg. 31–32 Activity: Pg. 41 Section 2.2 Review #2; Pg. 43 Review Your Knowledge #8; Pg. 43 Apply Your Knowledge #5; Pg. 44 Communication Skills: Listening; Pg. 45 CTSOs Event Prep: Parliamentary Procedure
	<ul style="list-style-type: none"> <li>Conducting a meeting and preparing an agenda.</li> </ul>	Narrative: Pg. 37 Activity: Pg. 45 CTSOs Event Prep: Parliamentary Procedure
Objective 4	Explore positive teamwork skills, techniques, and styles.	Narrative: Pg. 34–39 Activity: Pg. 43 Review Your Knowledge #4–9; Pg. 43 Apply Your Knowledge #4–7 <b>Global Note: Teamwork features are presented at the end of every chapter.</b>
Objective 5	Incorporate standards of personal ethics into effective communication.	Narrative: Pg. 49–63 Activity: Pg. 55 Section 3.1 Review #2–5; Pg. 63 Section 3.2 Review #1–3; Pg. 75 Review Your Knowledge #1–7; Pg. 75–76 Apply Your Knowledge #1–6; Pg. 76 Communication Skills: Speaking; Pg. 76 Internet Research: Copyright; Pg. 76 Teamwork <b>Global Note: Ethics features are presented throughout the chapters.</b>
<b>Standard 8: Students will use technology to enhance the effectiveness of communication.</b>		
Objective 1	Practice and apply basic software applications.	Narrative: Pg. 305–308; Pg. 447 Activity: Pg. 308 Section 12.2 Review #1–5; Pg. 310 Apply Your Knowledge #1–5; Pg. 463 Apply Your Knowledge #3



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	<ul style="list-style-type: none"><li>Refine and enhance documents as needed, using electronic spell check, thesaurus, grammar check, layout, design, and graphics.</li></ul>	Narrative: Pg. 305–308; Pg. 447 Activity: Pg. 310 Apply Your Knowledge #1–5
<b>Standard 9: Students will integrate all forms of communication in pursuit and retention of employment.</b>		
Objective 1	Explore job search strategies and sources for job placement.	Narrative: Pg. 414–426 Activity: Pg. 426 Section 18.1 Review #1–5; Pg. 436–439 all activities
Objective 2	Create an employment portfolio.	Narrative: Pg. 451–452 Activity: Pg. 464 Portfolio Development: Presenting Your Portfolio <b>Global Note: Portfolio Development features are presented at the end of every chapter.</b>
	<ul style="list-style-type: none"><li>Write an application/cover letter, résumé, and follow-up letter for a simulated job opportunity.</li></ul>	Narrative: Pg. 442–453 Activity: Pg. 448 Section 19.1 Review #1–5; Pg. 453 Section 19.2 Review #1–5; Pg. 462 Online Activities: Activity File 19-3 Completing a Job Application; Pg. 463 Review Your Knowledge #1–5; Pg. 463 Apply Your Knowledge #1–5; <b>Global Note: Portfolio Development features are presented at the end of every chapter.</b>
Objective 3	Understand the application and interview process for employment.	Narrative: Pg. 454–461 Activity: Pg. 461 Section 19.3 Review #1–5; Pg. 463 Review Your Knowledge #6–10; Pg. 463 Apply Your Knowledge #6–8
	<ul style="list-style-type: none"><li>Complete a job application form properly</li></ul>	Narrative: Pg. 451–453 Activity: Pg. 462 Online Activities: Activity File 19-3 Completing a Job Application
	<ul style="list-style-type: none"><li>Role-play interviews and demonstrate appropriate verbal and nonverbal communication.</li></ul>	Narrative: Pg. 454–459 Activity: Pg. 464 Teamwork
	<ul style="list-style-type: none"><li>Differentiate among business attire (e.g., casual, business-casual, professional business, and formal attire) and select correct attire for specific situations.</li></ul>	Narrative: Pg. 457 Activity: Pg. 461 Section 19.3 Review #3
	<ul style="list-style-type: none"><li>Prepare a list of questions to ask an interviewer and make a list of common mistakes made by interviewers and applicants.</li></ul>	Narrative: pg 454–459 Activity: Pg. 463 Apply Your Knowledge #5–6
	<ul style="list-style-type: none"><li>Use correct strategies for accepting or rejecting an offer.</li></ul>	Narrative: Pg. 459 Activity: Pg. 463 Review Your Knowledge #9; Pg. 463 Apply Your Knowledge #8
Objective 4	Understand the skills needed to maintain employment.	Narrative: Pg. 414–415 Activity: Pg. 436, Review Your Knowledge #1; Pg. 437, Apply Your Knowledge #1
	<ul style="list-style-type: none"><li>Understand qualities that employers expect in employees.</li></ul>	Narrative: Pg. 414–418 Activity: Pg. 436–437 Review Your Knowledge #1, 4; Pg. 438 Internet Research (all)
	<ul style="list-style-type: none"><li>Examine legal and illegal employment practices.</li></ul>	Narrative: Pg. 456–457 Activity: Pg. 464 Internet Research: Lawful Interview Questions
	<ul style="list-style-type: none"><li>Practice basic etiquette in given situations.</li></ul>	Narrative: Pg. 50; Pg. 235; Pg. 317–322



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		Activity: Pg. 75, Apply Your Knowledge #1; Pg. 240, Apply Your Knowledge #4; Pg. 333, Apply Your Knowledge #1-4
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